

# Buy Sustainable, Eat Healthy

## Seafood Guide for Colombia & Portugal — Comparative Perspectives

Agroalimentos | Sustainable Distribution Channels | Fresh Fish &amp; Seafood

Duration	Study Level	Participants	Language
<b>4 Weeks</b>	<b>Undergraduate</b>	<b>64 Students</b>	<b>English</b>

### Project Description

The main objective of this project is to **compare and design improvements** for a sustainable, customer-oriented channel for the distribution of fresh fish and seafood in **Colombia** and **Portugal**. Students will analyze supply chain logistics, regulatory frameworks, sustainability certifications, and consumer behavior patterns in both countries, proposing actionable improvements that align environmental responsibility with commercial viability.

### Evaluation Rubric

Criterion	Excellent (4)	Good (3)	Fair (2)	Poor (1)	Wt.
<b>Comparative Analysis Colombia vs Portugal</b>	In-depth comparison with verified data, primary sources, and clear analysis of differences.	Solid comparison sources, but lacks depth in analysis.	Basic comparison of facts, minimal analysis.	Superficial or unsubstantiated.	25%
<b>Sustainability Channel Design</b>	Innovative, eco-certified proposals with measurable sustainability goals.	Fairly innovative, but lacks specific sustainability metrics.	Basic proposals, limited sustainability focus.	Unrealistic or non-sustainable approach.	20%
<b>Customer-Oriented Distribution Strategy</b>	Customer-centric strategy with clear target audience and distribution channels.	Strategy addresses customer needs, but lacks specific distribution focus.	Basic strategy, limited customer focus.	Unrealistic or non-viable strategy presented.	20%
<b>Trade &amp; Logistics Tools</b>	Correct use of INCOTERMS, Incoterms applied correctly (e.g., FOB, CIF).	Most tools applied correctly (e.g., FOB, CIF).	Basic tools applied with some errors.	Score or incorrect use of tools.	20%
<b>Report Quality &amp; Presentation</b>	Well-structured, APA format, clear writing, no errors.	Clear and concise, minor errors.	Basic structure, several errors.	Disorganized or major errors.	15%

### Team Score Summary

Criterion	Score (1–4)	Weight	Weighted Score
Comparative Analysis Colombia vs Portugal	3.7	25%	0.93
Sustainability Channel Design	3.9	20%	0.78
Customer-Oriented Distribution Strategy	3.5	20%	0.70
Trade & Logistics Tools	3.6	20%	0.72

Report Quality & Presentation	3.8	15%	0.57
<b>FINAL TOTAL</b>		<b>100%</b>	<b>3.70 / 4.00</b>

## Evaluator Comments

**Strengths:** The team delivered a rigorous comparative analysis of the Colombian and Portuguese seafood supply chains, demonstrating a clear understanding of MSC/ASC certification requirements and their market implications. The sustainability proposal was particularly innovative, integrating cold chain optimization with last-mile eco-logistics.

**Areas for Improvement:** It is recommended to deepen the quantitative analysis of consumer willingness-to-pay for certified products and to further explore the regulatory divergences introduced by Portugal's EU membership versus Colombia's domestic frameworks. Including direct interviews with distributors in both countries would strengthen the empirical foundation of the final proposal.

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**Prof. Maria Helena Figueiredo**

Lead Evaluator

Sustainable Agri-Food Systems

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**Dr. Andres Camilo Torres**

Academic Coordinator

International Business & Trade